



IAB EUROPE RETAIL MEDIA ADVERTISING PRODUCT MATRIX

INTRODUCTION

THE IAB EUROPE RETAIL MEDIA PRODUCT MATRIX IS A ONE PAGE OVERVIEW OF THE ADVERTISING PRODUCTS AVAILABLE VIA ON AND OFF-SITE RETAIL MEDIA OPPORTUNITIES AS WELL AS THE KEY DRIVERS AND KPIS THAT MIGHT BE USED.

IT HAS BEEN INSPIRED BY THE BVDW PRODUCT AND VERTICALS PORTFOLIO WHICH WAS DEVELOPED BY THE BVDW RETAIL MEDIA CIRCLE (RMC).

IT SITS ALONGSIDE AN ARRAY OF OTHER RETAIL MEDIA RESOURCES DEVELOPED BY IAB EUROPE (SEE RETAIL MEDIA HUB [HTTPS://IABEUROPE.EU/RETAIL-MEDIA-HUB](https://iabeurope.eu/retail-media-hub)).

	ON-SITE						OFF-SITE				
VERTICAL	LOYALTY APP	WEBSITE*	MARKETPLACE	E-COMMERCE /ONLINE STORE	EMAILS	IN-STORE	EXTENDED AUDIENCES (OPEN WEB/PMPS)	SOCIAL	SEARCH	PARTNER PROGRAMS	CONTENT
KEY DRIVER	Reach	Visits	GMV	Sales	Subscriber	Frequency	Reach	Reach	Visits	Additional Revenues	Reach
MEASUREMENT KPI	Impressions, clicks, views	Impressions, clicks, views	Clicks, sales	Clicks, sales	Mail openings, clicks	Play outs, reach, impressions,	Impressions, views	Impressions, clicks	Impressions, clicks	Click, sales	Impressions, views
SPONSORED DISPLAY ADS											
SPONSORED VIDEO											
SPONSORED INCENTIVES											
SPONSORED PRODUCT / SEARCH											
SPONSORED BRANDS											
TENANCIES / TAKEOVERS											
BRAND PAGES											
DISPLAY ADS											
SEARCH ADS											
PARCEL SUPPLEMENTS											
VIDEO (IN & OUT-STREAM)											
TEXT ADS											
LOGISTIC BRANDING											
SOCIAL MEDIA IN-FEED											
EDITORIALS											
DIGITAL IN-STORE SIGNAGE											
DIGITAL SHELF POS											
HANDHELD SCANNERS											
IN-STORE RADIO											
DOOH											
BVOD / AVOD											

* Website only refers to a website where purchases are not made

CONTACT

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